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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/905,323	07/13/2001	Kurt R. Marko	10006139-1	6749
7590 HEWLETT-PACKARD COMPANY Intellectual Property Administration P.O. Box 272400 Fort Collins, CO 80527-2400			EXAMINER BEKERMAN, MICHAEL	
			ART UNIT 3622	PAPER NUMBER
SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE		
3 MONTHS	04/19/2007	PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No:	Applicant(s)
	09/905,323 Examiner Michael Bekerman	MARKO, KURT R. Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 31 January 2007.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-7, 9, 10 and 15-20 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-7, 9, 10 and 15-20 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 1/31/2007 has been entered.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1-4, 7, and 15-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden (U.S. Patent No. 6,912,505) in view of Herz (U.S. Patent No. 6,571,279).**

Regarding claims 1-4, 7, and 15-18, Linden teaches the identifying of items in a current transaction, the targeting and selecting of coupons based on those items, and the printing of those coupons on the back of a receipt (Column 30, Lines 59-61 and Column 31, Lines 1-9). Linden does not specify a method of selecting the coupons

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based on expected value. Herz teaches a system of targeting coupons to users based on a profit maximizing strategy (Column 23, Lines 56-58) in which coupons are selected for the user by predicting which coupons will best support the vendor's marketing strategy (Column 23, Lines 56-64). The system of Herz also takes into account user purchases (Column 22, Lines 64-67) and prints the coupon (Column 24, Lines 12-14). It would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the current-transaction targeted coupons of Linden with the profit-maximizing coupons of Herz. This will aid in the retention of customers while simultaneously maximizing the profit for the retailer. By determining which coupons to print, the system inherently performs priority ranking. As the expected value changes, the coupon appearance changes (Herz, Column 24, Lines 34-36). When the appearance of the coupon changes, the pixels that are printed on the paper are rearranged and thus, the characteristic positioning and orientation of the pixels are changed. When an image is printed on paper, the printer inherently receives information from the processor and determines how the print heads will place the received information on the paper. A printer will selectively place different pixels in different areas for a 10% off coupon as opposed to a 20% off coupon. This reads on a process of selecting a position or orientation, and this selection is biased by (or at one point based on) the expected value. The printing of the coupon is a separate process from the selecting of the coupon.

Regarding claims 19 and 20, Herz teaches the keeping track of coupon usage (Column 22, Lines 64-67 and Column 23, Line 1) and using past purchase history as

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well as profit-maximization to select coupons (Column 24, Lines 22-24 and Lines 34-36).

3. **Claims 5, 6, 9, and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden (U.S. Patent No. 6,912,505) in view of Herz (U.S. Patent No. 6,571,279), and further in view of DeLapa (U.S. Patent No. 6,076,068).**

Regarding claims 5 and 6, neither Linden nor Herz specify a choosing the number of coupons based on quantity of items purchased or total purchase price. DeLapa teaches printing more coupons for households with more accumulative purchases (the more items that are bought, the higher the total purchase price will be) (Column 5, Lines 18-22). It would have been obvious to one having ordinary skill in the art at the time the invention was made to provide more coupons to consumers who purchase more items, and thereby, the consumers get rewarded for retailer loyalty.

Regarding claims 9 and 10, neither Linden nor Herz specify changing the appearance of the coupons based on quantity of items purchased or total purchase price. DeLapa teaches a targeted coupon printing method in which household-specific messages may be printed with the coupons (thus changing the appearance). When the appearance of the coupon changes, the pixels that are printed on the paper are rearranged and thus, the characteristic positioning and orientation of the pixels are changed. The messages are determined according to household characteristics, and those household characteristics include accumulative purchases (the more items that are bought, the higher the total purchase price will be) (Column 5, Lines 18-22 and

Column 13, Lines 42-53). It is unclear whether DeLapa intends for the message to be printed on the coupon, or on a separate page enclosed in the coupon packaging, however it would have been obvious to one having ordinary skill in the art at the time the invention was made to print the message on the coupon itself in the interest of saving paper.

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Bekerman whose telephone number is (571) 272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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JEFFREY D. CARLSON
PRIMARY EXAMINER